



To the Honorable Council  
City of Norfolk, Virginia

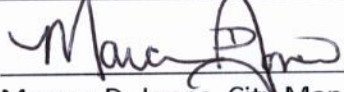
July 12, 2016

From: George M. Homewood, FAICP, CFM, Planning Director

Subject: **Special Exception to operate automobile and truck rental facility at 700 Monticello Avenue – The Hertz Corporation**

Reviewed:   
Ronald H. Williams, Jr., Deputy City Manager

Ward/Superward: 2/6

Approved:   
Marcus D. Jones, City Manager

Item Number: **R-6**

- I. **Staff Recommendation:** Approval.
- II. **Commission Action:** By a vote of **7 to 0**, the Planning Commission recommends **Approval**.
- III. **Request:** Special Exception to operate an automobile and truck rental facility.
- IV. **Applicant:** The Hertz Corporation
- V. **Description:**
  - The site abuts Brambleton Avenue to the south, E. Olney Road to the north, St. Paul's Boulevard to the east and Monticello Avenue to the west.
  - As an accessory use to the existing hotel, the applicant proposes to operate an automobile rental establishment from the site.
- VI. **Historic Resources Impacts**
  - The building is not located within a federal, state, or local historic district.
- VII. **Public Schools Impacts**

The site is located in the Tidewater Park Elementary School, the Blair Middle School and Maury High School Attendance Zones.

Staff point of contact: Susan Pollock Hart at 664-4765, [susan.pollock@norfolk.gov](mailto:susan.pollock@norfolk.gov)

**Attachments:**

- Staff Report to CPC dated June 23, 2016 with attachments
- Proponents and Opponents
- Ordinance

**Planning Commission Public Hearing: June 23, 2016**

Executive Secretary: George M. Homewood, FAICP, CFM

Planner: Susan Pollock Hart, CFM

*JS*

*SPH*

Staff Report	Item No. 9	
Address	700 Monticello Avenue	
Applicant	The Hertz Corporation	
Request	Special Exception	Automobile and truck rental
Property Owner	Downtown Hotel, LLC	
Site Characteristics	Site	5.5 acres/109,186 sq. ft.
	Future Land Use Map	Downtown
	Zoning	D-4 (Downtown Arts and Design) district
	Neighborhood	Downtown
	Character District	Downtown
Surrounding Area	North	R-11 (Moderate Density Multi-Family); Young Park Apartments
	East	R-11 (Moderate Density Multi-Family); Young Park Apartments
	South	D-4: Scope Arena
	West	D-4: Offices, Istanbul Gyro and Kabob restaurant





**A. Summary of Request**

- The site abuts Brambleton Avenue to the south, E. Olney Road to the north, St. Paul's Boulevard to the east and Monticello Avenue to the west.
- As an accessory use to the existing hotel, the applicant proposes to operate an automobile rental establishment from the site.

**B. Plan Consistency**

The proposed special exception is consistent with *plaNorfolk2030*, which designates this site as Downtown.

**C. Zoning Analysis**

**i. General**

- The use is permitted in the D-4 district by special exception.
- In 2004, a special exception was granted to this site for the same use, however, since the use did not begin within two years from the approval, the special exception is no longer valid.
- The applicant proposes to operate from a small kiosk within the hotel and utilize 12 spaces on the west side of the building for employees and car rentals.
- No maintenance of the vehicles will occur on-site.

	Proposed
Hours of Operation	7:30 a.m. until 6:00 p.m., Monday through Friday 9:00 a.m. until 1200 midnight, Saturday Closed Sunday

**ii. Parking**

- The site is located in the Downtown Character District and is currently developed with a hotel, office space and an entertainment establishment.
- Hotels requires .67 parking spaces per room; 204 rooms require 137 parking spaces.
- Offices require one parking space per 600 square feet; 4,776 square feet requires 8 parking spaces.
- Entertainment establishments require 1 parking space per 250 square feet; 4,300 square feet require 17 parking spaces.
- In total 162 parking spaces are required and 270 are provided.
- Twelve spaces will be utilized by the rental facility.

**iii. Flood Zone**

- The property is located in the X (Low to Moderate), X (Shaded) and AE Flood Zones.
- Any substantial improvements or additions are made to the structure must comply with appropriate development standards.
- No improvements are proposed.

**D. Transportation Impacts**

- Institute of Transportation Engineers figures estimate that this automobile rental use within the existing hotel on the site will generate 9 additional vehicle trips per day.
- Monticello Avenue adjacent to the site is not identified as a severely congested corridor in either the AM or PM peak hours in the current update to regional Hampton Roads Congestion Management analysis.
- However, St. Paul's Boulevard near the site is identified as a severely congested corridor in the PM peak in the current update to regional Hampton Roads Congestion Management analysis.
- The site is near transit service with Hampton Roads Transit bus routes 1 (Granby), 2 (Hampton), 3 (Chesapeake), 11 (Colonial) and 20 (Virginia Beach) operating near the site.
- Olney Road on the north end of the site is an identified priority corridor in the City of Norfolk Bicycle and Pedestrian Strategic Plan.

**E. Historic Resources Impacts**

The site is not located within a federal, state, or local historic district.

**F. Public Schools Impacts**

The site is located in the Tidewater Park Elementary School, the Blair Middle School and Maury High School Attendance Zones.

**G. Environmental Impacts**

- In 2010 modifications, including the demolition of the 'wings' of the hotel as well as the addition of a brick masonry wall surrounding the site.
- At that time, additional landscaping was added along the perimeter of the site as well as where the 'wings' were previously located.

**H. Surrounding Area/Site Impact**

- The addition of an automobile rental facility is an appropriate accessory use to a Hotel.
- The limited space devoted to the use ensures that it would not negatively impact the surrounding area.

**I. Payment of Taxes**

The owner of the property is current on all real estate taxes.

**J. Civic League**

Notice was sent to the Downtown Civic League and the Downtown Norfolk Council on May 11.

**K. Communication Outreach/Notification**

- Legal notice was posted on the property on May 17.
- Letters were mailed to all property owners within 300 feet of the property on June 9.

- Legal notification was placed in *The Virginian-Pilot* on June 9 and June 16.

**L. Recommendation**

- Staff recommends that the request for a special exception be **approved**.
- The addition of an automobile rental facility is an appropriate accessory use to a Hotel subject to the following conditions:
  - (a) No repair work shall be done on site.
  - (b) Only the 12 parking spaces as depicted on the attached site plan shall be used in conjunction with the automobile and truck rental establishment.
  - (c) The property shall be kept in a clean and sanitary condition at all times.
  - (d) The establishment shall maintain a current, active business license at all times while in operation.

**Attachments**

Location Map

Zoning Map

Application

Notice to and e-mails of support from the Civic League and business association




## Proponents and Opponents

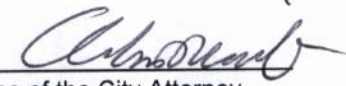
### Proponents

Jim Williams  
700 Monticello Avenue  
Norfolk, VA 23510


### Opponents

None

Form and Correctness Approved: 

By   
Office of the City Attorney

Contents Approved: 

By   
DEPT.

NORFOLK, VIRGINIA

## ORDINANCE No.

AN ORDINANCE GRANTING A SPECIAL EXCEPTION TO PERMIT THE OPERATION OF AN AUTOMOBILE AND TRUCK RENTAL FACILITY KNOWN AS "HERTZ" ON PROPERTY LOCATED AT 700 MONTICELLO AVENUE.

- - -

BE IT ORDAINED by the Council of the City of Norfolk:

Section 1:- That a Special Exception is hereby granted to permit the operation of an Automobile and Truck Rental facility known as "Hertz" on property located at 700 Monticello Avenue. The property which is the subject of this Special Exception is more fully described as follows:

Property generally bounded on the north by East Olney Road, on the east by Saint Paul's Boulevard, on the south by Brambleton Avenue and on the west by Monticello Avenue; premises numbered 700 Monticello Avenue.

Section 2:- That the Special Exception granted hereby shall be subject to the following conditions:

- (a) No repair work shall be done on site.
- (b) Only the 12 parking spaces as depicted on the site plan marked as "Exhibit A" and attached hereto shall be used by or in connection with the automobile and truck rental facility.
- (c) The property shall be kept in a clean and sanitary condition at all times.
- (d) The establishment shall maintain a current, active business license at all times while in operation.

Section 3:- That the City Council hereby determines that the Special Exception granted herein complies with each of the requirements of § 25-7 of the Zoning Ordinance of the City of Norfolk, 1992 (as amended), namely that:

- (a) The proposed use and development will be in harmony with the objectives and policies of the adopted general plan and with the general and specific purposes for which this ordinance was enacted and for which the regulations of the district in question were established;
- (b) The proposed use and development will not substantially diminish or impair the value of the property within the neighborhood in which it is located;
- (c) The proposed use and development will not have an adverse effect upon the character of the area or the public health, safety and general welfare. Conditions may be applied to the proposed use and development, as specified in section 25-8 below, to mitigate potential adverse impacts;
- (d) The proposed use and development will be constructed, arranged and operated so as not to interfere with the use and development of neighboring property in accordance with the applicable district regulations;
- (e) The proposed use and development will be served adequately by essential public facilities and services such as streets, public utilities, drainage structures, police and fire protection, refuse disposal, parks, libraries, and schools;
- (f) The proposed use and development will not cause undue traffic congestion nor draw significant amounts of traffic through residential streets;
- (g) The proposed use and development will not result in the destruction, loss or damage of natural, scenic or historic features of significant importance;
- (h) The proposed use and development will not cause substantial air, water, soil or noise pollution or other types of pollution which cannot be mitigated;
- (i) The proposed use and development will not cause a negative cumulative effect, when its effect is considered in conjunction with the cumulative



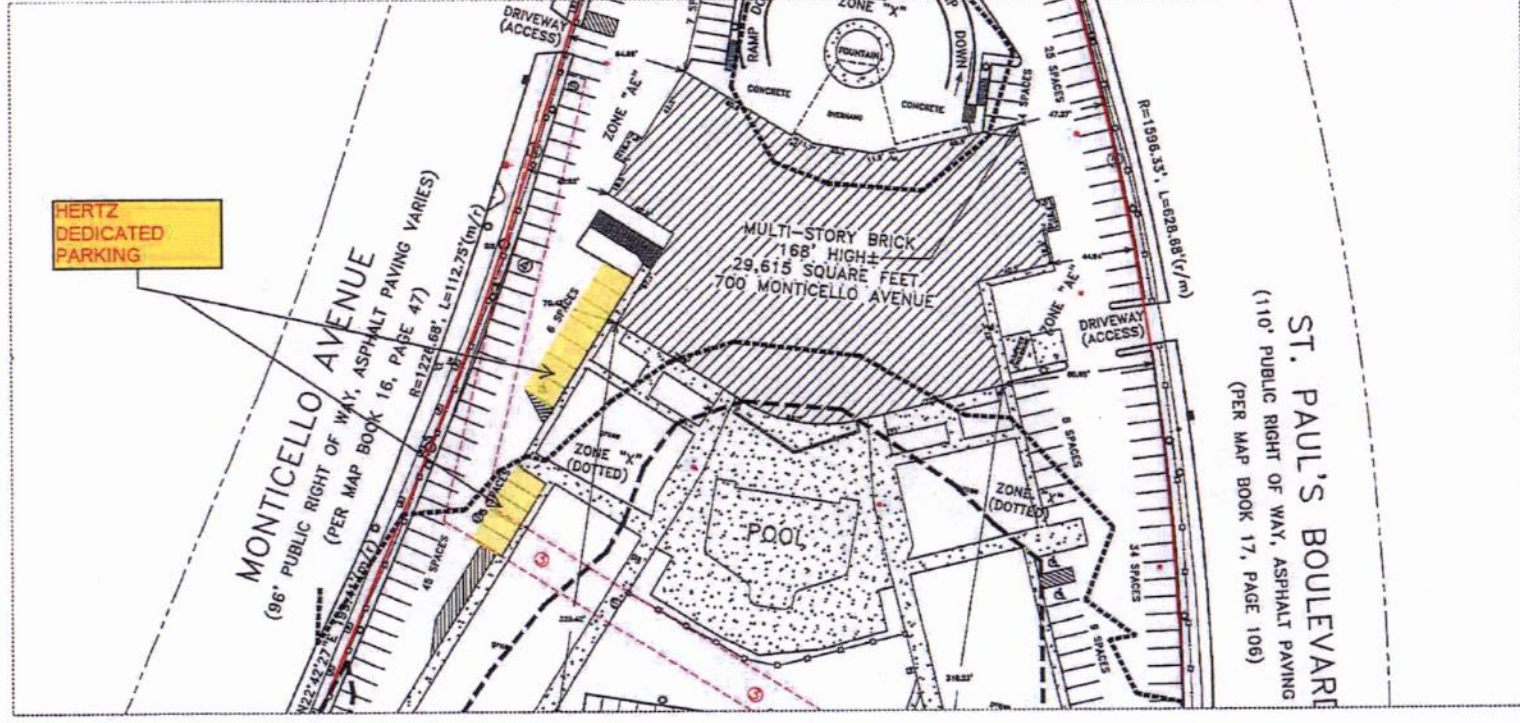
effect of various special exception uses of all types on the immediate neighborhood and the effect of the proposed type of special exception use on the city as a whole;

- (j) The proposed use and development complies with all additional standards imposed on it by the particular provisions of the ordinance authorizing such use; and
- (k) No application for a special exception shall be recommended or granted until any and all delinquent real estate taxes owed to the City of Norfolk on the subject property have been paid.

Section 4:- That this ordinance shall be in effect from the date of its adoption.

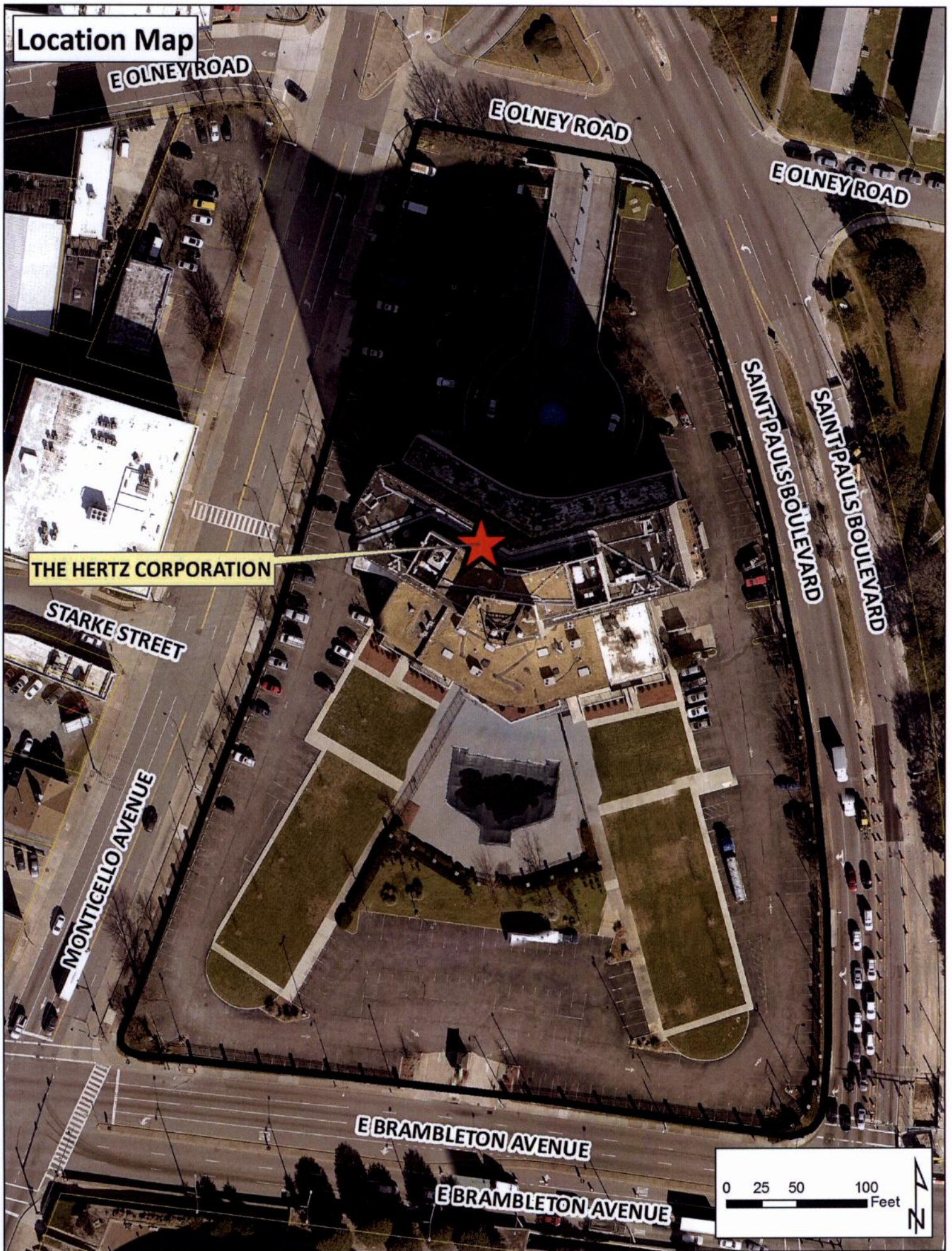
ATTACHMENT:  
Exhibit A (1 page)

# Exhibit A





**Location Map**



EOLNEY ROAD

EOLNEY ROAD

EOLNEY ROAD

SAINT PAULS BOULEVARD

SAINT PAULS BOULEVARD

THE HERTZ CORPORATION

STARKE STREET

MONTICELLO AVENUE

E BRAMBLETON AVENUE

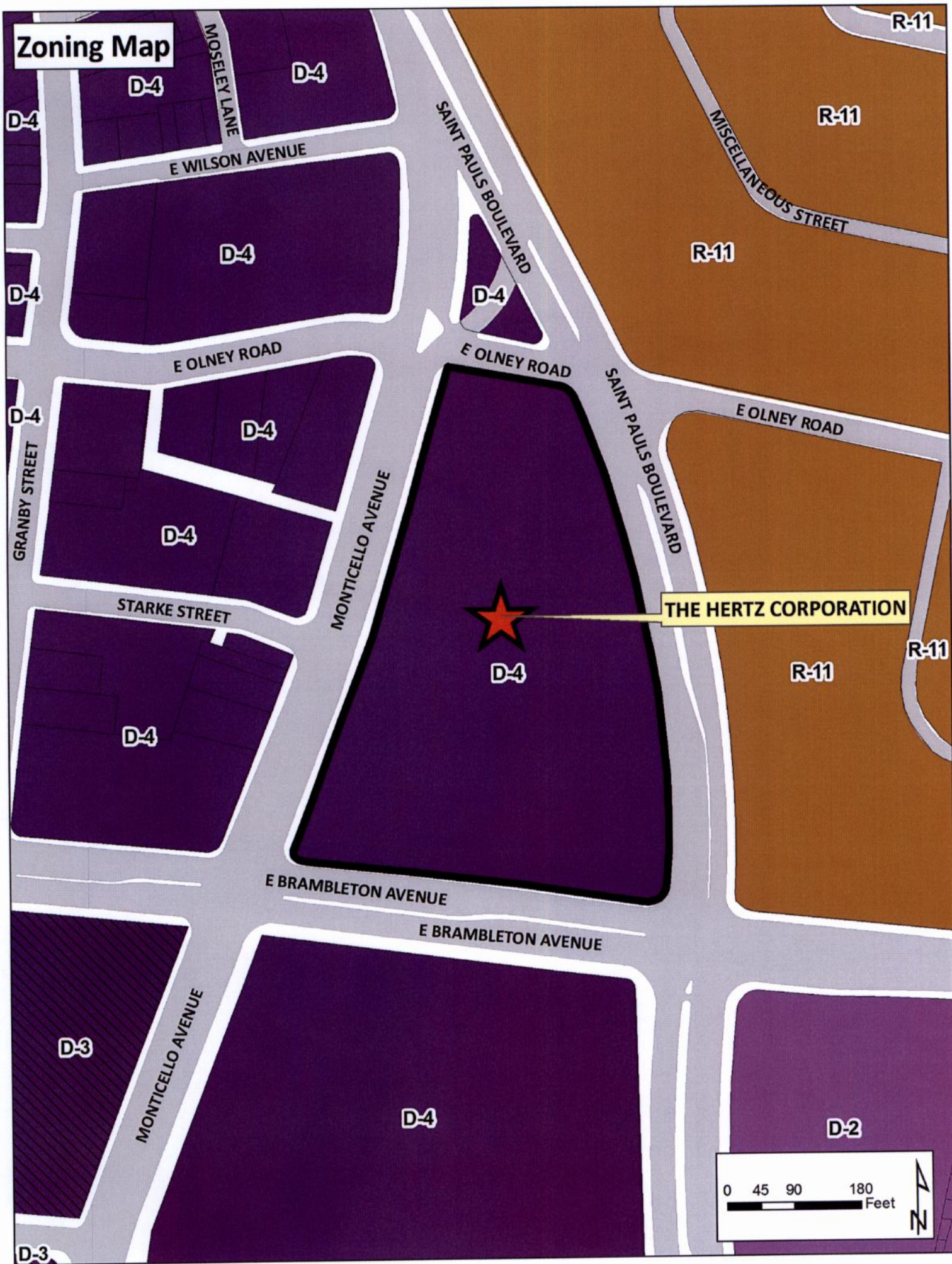
E BRAMBLETON AVENUE

0 25 50 100 Feet





# Zoning Map







## APPLICATION SPECIAL EXCEPTION

Special Exception for:

Date of application:

### DESCRIPTION OF PROPERTY

Property location: (Street Number)  (Street Name)

Existing Use of Property

Current Building Square Footage

#### Proposed Use

Office space within current hotel establishment. The Hertz Corporation will be an amenity to the hotel; in which Hertz will provide rental cars to hotel guest and general public. No new structures and or build-out will be required. All maintenance and service of Hertz vehicles will be preformed off-site.

Proposed Square Footage

#### Proposed Hours of Operation:

Weekday From  To

Friday From  To

Saturday From  To

Sunday From  To

Trade Name of Business (If applicable)

### DEPARTMENT OF CITY PLANNING

810 Union Street, Room 508

Norfolk, Virginia 23510

Telephone (757) 664-4752 Fax (757) 441-1569

(Revised January, 2015)

Application  
Special Exception  
Page 2

**APPLICANT**

(If applicant is a LLC or a Corp./Inc., include name of official representative and/or all partners)

1. Name of applicant: (Last) Hertz Corporation (First)  (MI)

Mailing address of applicant (Street/P.O. Box): 3800 Jefferson Davis Hwy

(City) Alexandria (State) VA (Zip Code) 22305

Daytime telephone number of applicant <sup>703</sup> () 683-9140 Fax ()

E-mail address of applicant: jwilliams@hertz.com

**AUTHORIZED AGENT (if applicable)**

(If agent is a LLC or a Corp./Inc., include name of official representative and/or all partners)

2. Name of applicant: (Last)  (First)  (MI)

Mailing address of applicant (Street/P.O. Box):

(City)  (State)  (Zip Code)

Daytime telephone number of applicant ()  Fax ()

E-mail address of applicant:

**PROPERTY OWNER**

(If property owner is a LLC or a Corp./Inc., include name of official representative and/or all partners)

3. Name of property owner: (Last) RANDERIA (First) PARUL (MI)

Mailing address of property owner (Street/P.O. box): 700 MONTICELLO AVE

(City) NORFOLK (State) VA (Zip Code) 23510

Daytime telephone number of owner () 218-7736 email: PARUL246@AOL.COM

757

**DEPARTMENT OF CITY PLANNING**

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(Revised January, 2015)



**CIVIC LEAGUE INFORMATION**

Civic League contact: Kevin Murphy and Mary Miller

Date(s) contacted: 5-2-16

Ward/Super Ward information:

**CERTIFICATION:**

I hereby submit this complete application and certify the information contained herein is true and accurate to the best of my knowledge:

Print name: Parul Randeria Sign: [Signature] 4, 28, 16  
(Property Owner or Authorized Agent of Signature) (Date)

Print name: Jim Williams Sign: [Signature] 5, 12, 16  
(Applicant) (Date)

**ONLY NEEDED IF APPLICABLE:**

Print name: \_\_\_\_\_ Sign: \_\_\_\_\_ 1 1  
(Authorized Agent Signature) (Date)

**DEPARTMENT OF CITY PLANNING**

810 Union Street, Room 508  
Norfolk, Virginia 23510

Telephone (757) 664-4752 Fax (757) 441-1569  
(Revised January, 2015)

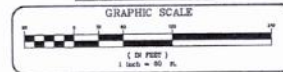
19 SURVEY DRAWING



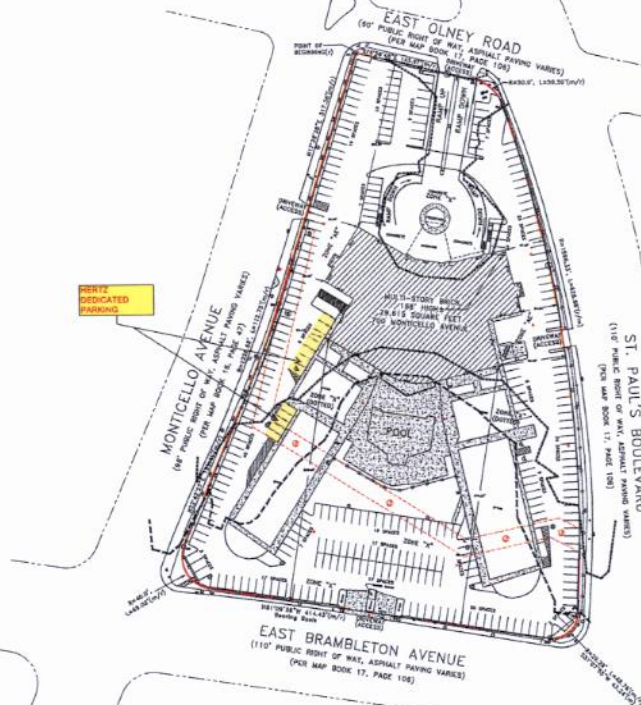
16 VICINITY MAP



17 NORTH ARROW / SCALE



PERMITS  
Dedicated  
PARKING



Approved CDS Surveyor  
JOHNNY W. NOBLE & ASSOCIATES  
P.O. BOX 407  
LUMBERTON, N.C. 28559  
Telephone Number: 910-738-4875  
email: noblesurveying@nc.rr.com

Key to CDS ALTA Survey

- 1 TITLE DESCRIPTION
- 2 TITLE INFORMATION
- 3 SCHEDULE & TIME
- 4 SURVEYOR CERTIFICATION
- 5 FLOOD INFORMATION
- 6 COMMENTS
- 7 POSSIBLE ENCROACHMENTS
- 8 EGRESS INFORMATION
- 9 LEGEND
- 10 BASIS OF BEARING
- 11 SURVEYOR'S NOTES
- 12 PARKING INFORMATION
- 13 LAND AREA
- 14 BUILDING AREA
- 15 BUILDING HEIGHT
- 16 VICINITY MAP
- 17 NORTH ARROW / SCALE
- 18 CLIENT INFORMATION SHEET
- 19 SURVEY DRAWING
- 20 PROJECT ADDRESS

18 ALTA/ACSM Land Title Survey



1700 South Broadway, 8th Fl.  
Norfolk, Virginia 23502  
Office: 408.378.9888 - Fax: 408.755.1881  
Toll Free: 888.457.7878

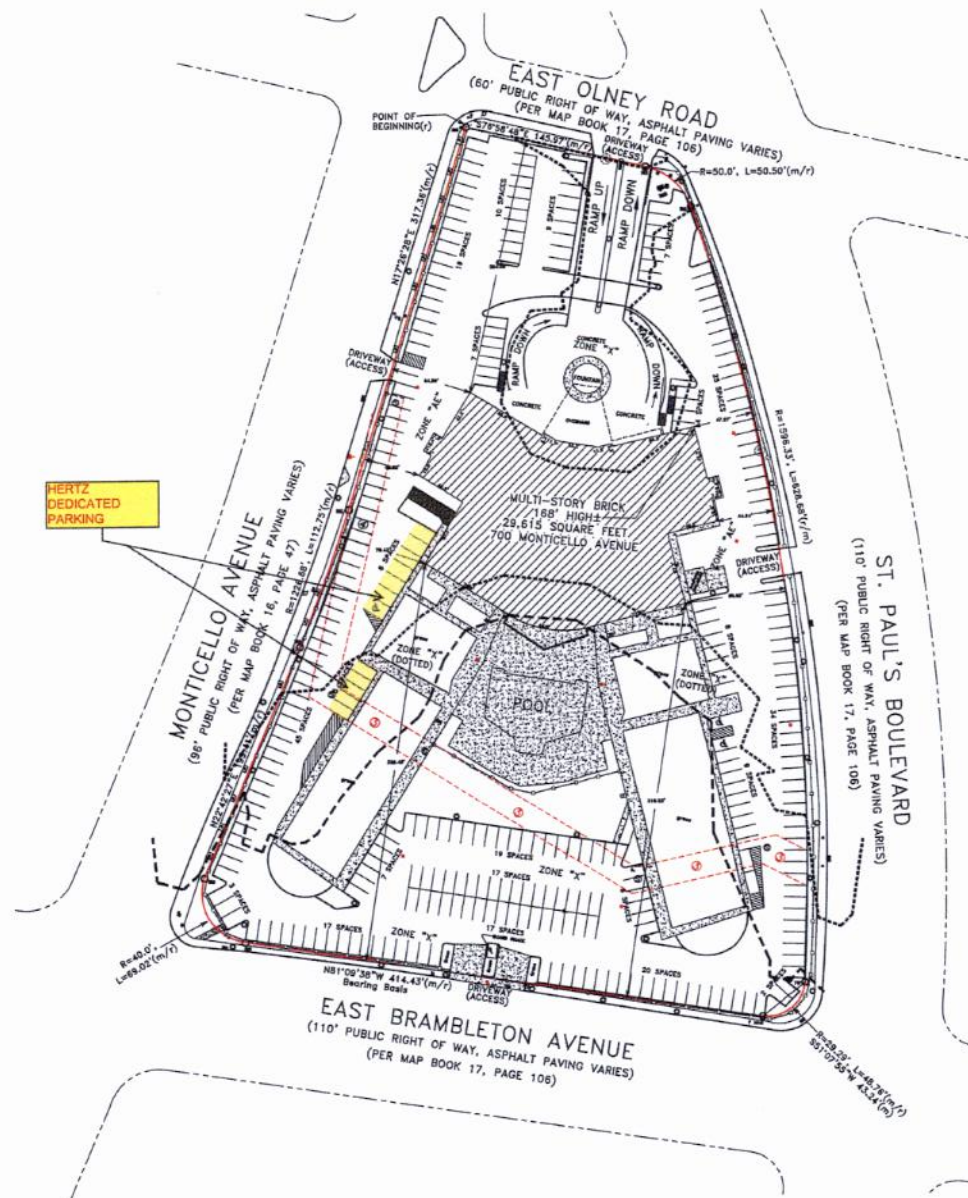
Drawn By:	JWH Jr.	Drawn:	10/28/2012
Surveyor:	JWH Jr.	Reviewed:	CDS, Eason
Approved By:	JWH	Reviewed:	
Print Date:	OCTOBER 22, 2012	Reviewed:	
Scale:	1"=60'	Reviewed:	

Prepared For:

Client Ref. No:

20 PROJECT ADDRESS  
700 MONTICELLO AVENUE, NORFOLK VA  
Project Name:  
VIRGINIA HOTEL PORTFOLIO  
CDS Project Number:  
13-15-1121





## Simons, Matthew

---

**From:** Straley, Matthew  
**Sent:** Wednesday, May 11, 2016 11:00 AM  
**To:** Miller, Mary; 'dncl@welovenorfolk.org'  
**Cc:** Whibley, Terry; Winn, Barclay; Howard, Oneiceia; Pollock, Susan  
**Subject:** new Planning Commission application - 700 Monticello Ave  
**Attachments:** Hertz.pdf

Ms. Miller and Mr. Murphy,

Attached please find the application for a special exception to operate an automobile and truck rental facility at 700 Monticello Avenue.

The item is tentatively scheduled for the June 23, 2016 Planning Commission public hearing.

Staff contact: Susan Pollock Hart at (757) 664-4765, [susan.pollock@norfolk.gov](mailto:susan.pollock@norfolk.gov)

Thank you.

Matthew Straley  
GIS Technician II

  
City Planning  
810 Union Street, Suite 508  
Norfolk, VA 23510  
757-664-4769

Connect with us:  
[www.norfolk.gov](http://www.norfolk.gov)



## Simons, Matthew

---

**From:** Kevin R. Murphy <krmurphy@verizon.net>  
**Sent:** Wednesday, May 11, 2016 11:05 AM  
**To:** Straley, Matthew; Miller, Mary; dncl@welovenorfolk.org  
**Cc:** Whibley, Terry; Winn, Barclay; Howard, Oneiceia; Pollock, Susan  
**Subject:** RE: new Planning Commission application - 700 Monticello Ave  
**Attachments:** Hertz.pdf

Matthew,

The DNCL will not object to this application.

Thanks,

Kevin

---

**From:** Straley, Matthew [mailto:Matthew.Straley@norfolk.gov]  
**Sent:** Wednesday, May 11, 2016 11:00 AM  
**To:** Miller, Mary <mmiller@downtownnorfolk.org>; dncl@welovenorfolk.org  
**Cc:** Whibley, Terry <Theresa.Whibley@norfolk.gov>; Winn, Barclay <barclay.winn@norfolk.gov>; Howard, Oneiceia <Oneiceia.Howard@norfolk.gov>; Pollock, Susan <susan.pollock@norfolk.gov>  
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Thank you.

Matthew Straley  
GIS Technician II



City Planning  
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Norfolk, VA 23510  
757-664-4769

Connect with us:  
[www.norfolk.gov](http://www.norfolk.gov)





## Simons, Matthew

---

**From:** Mary E. Miller <mmiller@downtownnorfolk.org>  
**Sent:** Wednesday, May 11, 2016 11:32 AM  
**To:** Kevin R. Murphy; Straley, Matthew; dncl@welovenorfolk.org  
**Cc:** Whibley, Terry; Winn, Barclay; Howard, Oneiceia; Pollock, Susan  
**Subject:** RE: new Planning Commission application - 700 Monticello Ave

Matthew,

DNC will also not object.

Mary



Mary B. Miller  
President & CEO  
Downtown Norfolk Council  
223 E. City Hall Avenue, Suite #212, Norfolk, VA 23510

Phone: (757) 623-1757  
Fax: (757) 623-1756  
Cell: (757) 342-6201  
[mmiller@downtownnorfolk.org](mailto:mmiller@downtownnorfolk.org)  
[DowntownNorfolk.org](http://DowntownNorfolk.org)

*The Downtown Norfolk Council is the unifying voice of its members and stakeholders, and the primary catalyst for advancing the collective vision for the future of Downtown. We are committed to being a leader, an advocate and a resource for Downtown's continuing development as an attractive, dynamic and economically vital place.*

---

**From:** Kevin R. Murphy [mailto:krmurphy@verizon.net]  
**Sent:** Wednesday, May 11, 2016 11:05 AM  
**To:** 'Straley, Matthew'; Mary E. Miller; dncl@welovenorfolk.org  
**Cc:** 'Whibley, Terry'; 'Winn, Barclay'; 'Howard, Oneiceia'; 'Pollock, Susan'  
**Subject:** RE: new Planning Commission application - 700 Monticello Ave

Matthew,

The DNCL will not object to this application.

Thanks,

Kevin

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**Sent:** Wednesday, May 11, 2016 11:00 AM  
**To:** Miller, Mary <mmiller@downtownnorfolk.org>; dncl@welovenorfolk.org